



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Autauga, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Midland Crowd	21.0%	Population		50,403	54,707
Up and Coming Families	19.4%	Households		19,046	20,902
Rural Bypasses	11.2%	Families		14,568	15,856
Crossroads	10.0%	Median Age		36.4	36.9
Milk and Cookies	9.0%	Median Household Income		\$51,742	\$57,984

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	67	\$1,806.91	\$34,414,479
Men's	67	\$334.24	\$6,365,845
Women's	63	\$596.43	\$11,359,569
Children's	79	\$326.61	\$6,220,611
Footwear	55	\$265.88	\$5,063,990
Watches & Jewelry	82	\$182.49	\$3,475,772
Apparel Products and Services ¹	80	\$101.26	\$1,928,692
Computer			
Computers and Hardware for Home Use	78	\$163.84	\$3,120,426
Software and Accessories for Home Use	78	\$22.52	\$428,869
Entertainment & Recreation	84	\$3,116.02	\$59,347,748
Fees and Admissions	77	\$475.70	\$9,060,262
Membership Fees for Clubs ²	80	\$132.34	\$2,520,510
Fees for Participant Sports, excl. Trips	77	\$87.81	\$1,672,444
Admission to Movie/Theatre/Opera/Ballet	73	\$109.57	\$2,086,956
Admission to Sporting Events, excl. Trips	78	\$47.53	\$905,326
Fees for Recreational Lessons	77	\$98.01	\$1,866,772
Dating Services	73	\$0.43	\$8,254
TV/Video/Sound Equipment	81	\$1,157.86	\$22,052,551
Community Antenna or Cable TV	83	\$611.04	\$11,637,896
Televisions	78	\$230.00	\$4,380,540
VCRs, Video Cameras, and DVD Players	83	\$27.71	\$527,843
Video Cassettes and DVDs	80	\$52.44	\$998,726
Video Game Hardware and Software	80	\$28.74	\$547,431
Satellite Dishes	87	\$0.97	\$18,496
Rental of Video Cassettes and DVDs	81	\$41.39	\$788,348
Streaming/Downloaded Video	73	\$0.59	\$11,330
Sound Equipment ³	76	\$160.55	\$3,057,747
Rental and Repair of TV/Radio/Sound Equipment	76	\$4.42	\$84,194
Pets	93	\$413.49	\$7,875,387
Toys and Games	86	\$127.64	\$2,430,965
Recreational Vehicles and Fees ⁴	102	\$446.53	\$8,504,641
Sports/Recreation/Exercise Equipment ⁵	76	\$164.96	\$3,141,814
Photo Equipment and Supplies ⁶	84	\$106.41	\$2,026,612
Reading ⁷	78	\$223.43	\$4,255,516
Food	81	\$6,735.38	\$128,282,133
Food at Home	81	\$3,963.59	\$75,490,578
Bakery and Cereal Products	81	\$547.69	\$10,431,372
Meat, Poultry, Fish, and Eggs	81	\$995.37	\$18,957,757
Dairy Products	81	\$451.11	\$8,591,910
Fruit and Vegetables	78	\$646.05	\$12,304,639
Snacks and Other Food at Home ⁸	83	\$1,323.37	\$25,204,900
Food Away from Home	81	\$2,771.79	\$52,791,555
Alcoholic Beverages	74	\$442.98	\$8,436,939
Nonalcoholic Beverages at Home	84	\$368.92	\$7,026,464



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	75	\$765.26	\$14,575,122
Vehicle Loans	91	\$5,268.76	\$100,348,797
Health			
Nonprescription Drugs	88	\$99.76	\$1,899,967
Prescription Drugs	88	\$498.23	\$9,489,218
Eyeglasses and Contact Lenses	85	\$65.55	\$1,248,458
Home			
Mortgage Payment and Basics ⁹	84	\$7,711.73	\$146,877,661
Maintenance and Remodeling Services	80	\$1,647.06	\$31,369,851
Maintenance and Remodeling Materials ¹⁰	94	\$391.51	\$7,456,665
Utilities, Fuel, and Public Services	85	\$3,873.08	\$73,766,683
Household Furnishings and Equipment			
Household Textiles ¹¹	80	\$112.45	\$2,141,673
Furniture	81	\$531.55	\$10,123,827
Floor Coverings	83	\$80.15	\$1,526,595
Major Appliances ¹²	86	\$258.75	\$4,928,149
Housewares ¹³	76	\$71.89	\$1,369,207
Small Appliances	81	\$28.38	\$540,520
Luggage	75	\$7.52	\$143,195
Telephones and Accessories	68	\$29.34	\$558,766
Household Operations			
Child Care	85	\$349.06	\$6,648,147
Lawn and Garden ¹⁴	87	\$367.79	\$7,005,020
Moving/Storage/Freight Express	76	\$39.69	\$755,889
Housekeeping Supplies ¹⁵	84	\$642.35	\$12,234,245
Insurance			
Owners and Renters Insurance	92	\$450.29	\$8,576,166
Vehicle Insurance	84	\$1,168.10	\$22,247,631
Life/Other Insurance	88	\$506.49	\$9,646,592
Health Insurance	85	\$1,723.60	\$32,827,752
Personal Care Products ¹⁶	81	\$352.67	\$6,716,942
School Books and Supplies ¹⁷	74	\$87.25	\$1,661,683
Smoking Products	85	\$385.12	\$7,334,967
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	86	\$4,457.72	\$84,901,816
Gasoline and Motor Oil	88	\$2,210.20	\$42,095,420
Vehicle Maintenance and Repairs	82	\$815.19	\$15,526,133
Travel			
Airline Fares	74	\$308.41	\$5,873,943
Lodging on Trips	79	\$338.15	\$6,440,327
Auto/Truck/Van Rental on Trips	75	\$29.11	\$554,446
Food and Drink on Trips	80	\$374.74	\$7,137,362

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.